

Approved audits/apps  
Lmtc 3/8/09 Box

## Application for Gold West Country Cooperative Marketing Funds

Please type:

Organization Name(s) Ennis Chamber of Commerce Telephone 406 682-4388

Legal Address P.O. Box 291 City Ennis Zip Code 59729

Project Supervisor Kris Hauck - Marketing Telephone 406 682-4217

Address P.O. Box 487 City Ennis Zip Code 59729

Regional President \_\_\_\_\_ Telephone \_\_\_\_\_

Tourism Region Gold West Country

Project Title Ennis Chamber of Commerce Visitors' Center Payroll  
Total Budget for Project (taken from attached detailed budget) \$ 16,500.00

Percentage of Cooperative Funds Requested 24% Dollar Amount of Cooperative Funds Requested \$ 4000.00

Proposed starting and ending dates (maximum 1 year) : From 1/1/09 To: 12/31/09

Funding Source (Outline in detail sources from which funds are to be provided):

|   |                     |
|---|---------------------|
| a. Regional/CVB funds                     | \$ <u>4000.00</u>   |
| b. Memberships                            | \$ <u>12,500.00</u> |
| c. Advertising Revenue                    | \$ _____            |
| d. Cash on Hand                           | \$ _____            |
| e. Other (please list)                    |                     |
| 1. _____                                  | \$ _____            |
| 2. _____                                  | \$ _____            |
| 3. _____                                  | \$ _____            |
| TOTAL (should equal total project budget) | \$ <u>16500.00</u>  |

## Cooperative Marketing Application

### 1. Narrative description of this project. Include how the project is executed.

✦

The Ennis Chamber of Commerce Visitors' Center operates full time from Memorial Day weekend to September 30<sup>th</sup> and is open from 11-5 Mon-Sat throughout that time period. Additionally, the chamber office works extra weekend hours for other Chamber sponsored events such as Hunter's Feed, 4<sup>th</sup> of July, Arts Festival, Madison River Festival, Christmas Stroll and Music Festival. During the remaining months, our administrator spends 15 hours per week replying to inquiries from tourists from either our telephone message system or our webmail box. Of the 1056 paid hours, requested Gold West funds would account for 422 hours or approximately 40% of payroll costs. Duties include, but are not limited to, preparing, mailing, and providing requested information packets in response to inquiries received from e-mail; handling phone calls and visitor requests; and helping walk-in visitors. The Visitors' Center is located on Main Street in the center of town, making it accessible to tourists for information and literature requests. Payroll for the VIC is as follows:

|      |   |                                      |
|------|---|--------------------------------------|
| 2007 | Wages for Administrator (net) \$ 9162.64  | Payroll Liabilites (Total) \$1639.36 |
| 2008 | Wages for Administrator (est) \$ 12913.23 | Payroll Liabilities (est) \$1270.20  |
| 2009 | Wages for Administrator (est) \$ 14500.00 | Payroll Liabilities (est) \$2000.00  |

Our increased 2009 request is based on added open hours including 3 days a week during the winter months to service hunters, snowmobilers and winter travelers to Yellowstone NP. We are also adding a duty to the administrator position of attending Gold West meetings to represent Ennis. The reported visitor and contact numbers do NOT include July 3 & 4 due to the flood of visitors and difficulty in keeping track while the rodeo and parade are in town.

### 2. Anticipated economic benefit of this project (i.e. increased visitation, length of stay, how project will increase appeal of region as a travel destination, etc.)

The Visitors' Center is an important tourist resource for Ennis and the surrounding area. Emphasis is placed on Ennis as a central location for activities for outdoor adventurers and families. Fishing, camping, horseback, rafting, golf, wildlife viewing, bicycling and hiking are promoted by the staff and literature made available, including the Gold West and Montana Travel brochures. Numerous requests for information on visiting Virginia City, Nevada City, Quake Lake, Lewis & Clark Caverns and Yellowstone Park are handled through the Visitors' Center.

Ennis is striving to position itself as a "destination" stay for several days of activity rather than a drive-through to the visitor heading to southwest Montana. We know the advance contact with our Visitors' center is one of the best ways to promote longer stays in our area and community. Increasingly, groups are choosing Ennis for shoulder season activities and our Visitors' Center staff is critical in this process. We are remaining open throughout the winter to try to increase winter visitor traffic.

### 3. Target market for this project.

Tourists, fisherman, travelers, outdoor enthusiasts (summer & winter), western history buffs, tour bus members, and others interested in knowing more about the recreational and cultural opportunities in the greater Ennis area.

### 4. Method of Project Evaluation

Evaluation is based on the number of tourists stopping by our visitors' center and signing our guest book. We monitor e-mail requests, drop-in counts and phone requests. Our figures for 2007 inquiries totaled 3244. For 2008, the total was 3165. State of origin is tallied whenever possible. We were not surprised by

the slightly lower numbers as we lost a great deal of traffic from a very late spring run-off as well as the failure of the Hebgen Dam on August 30. Main street was extremely quiet after Labor Day. Email requests almost doubled from the previous year. Packet mailings were down.

### Montana Tourism Cooperative Marketing Funds Program Certificate of Compliance

The following are self-explanatory and are required to be fully completed by the applicant.


Yes No

- X        The organization understands that the Montana Department of Commerce reserves the right to audit the project both for performance and accounting.
- X        It is understood that no commitment of Gold West Country will be made until after the authorized approval of the project.
- X        It is understood that budget line items can be adjusted up to 15% and that total marketing funds will be provided only in the amount approved by Gold West Country and the Department.
- X        It is understood that the Department has the right to deny any payment of any invoice if it is found that the organization does not meet eligibility guidelines; or that the organization is not complying with the approved program.
- X        It is understood that the organization will in no way represent itself as the Department or Gold West Country.

I certify that the application and its attachments are correct to the best of my knowledge. I am aware that, if approved this application becomes an agreement.

Kris Hauck  
Project Supervisor

1/7/09  
Date

  
Gold West Country President

2/15/09  
Date

### 2008 Visitors' Center Estimated Payroll

|           |                           |                  |
|-----------|---------------------------|------------------|
| January   | 15 hrs/wk @ \$10.00 + 10% | \$ 720.00        |
| February  | 15hrs/wk @ \$10.00 + 10%  | \$ 720.00        |
| March     | 15 hrs/wk @ \$10.00 + 10% | \$ 720.00        |
| April     | 15 hrs/wk @ \$10.00 + 10% | \$ 720.00        |
| May       | 15 hrs/wk @ \$10.00 + 10% | \$ 720.00        |
| June      | 36 hrs/wk @ \$10.00 + 10% | \$1728.00        |
| July      | 36 hrs/wk @ \$10.00 +10%  | \$1728.00        |
| August    | 36 hrs/wk @ \$10.00 +10%  | \$1728.00        |
| September | 36 hrs/wk @ \$10.00 + 10% | \$1728.00        |
| October   | 15 hrs/wk @ \$10.00 + 10% | \$ 720.00        |
| November  | 15 hrs/wk @ \$10.00 + 10% | \$ 720.00        |
| December  | 15 hrs/wk @ \$10.00 + 10% | <u>\$ 720.00</u> |
|           |                           | \$ 12672.00      |

These figures assume a 4 week month – our budgeted amount for 2009 payroll is \$12672.00 based on 1,056 total hours. Additional hours will be logged during festivals and holidays. The Visitor's Center will be open the following hours for 2009:

|             |                       |
|-------------|-----------------------|
| Jan - May   | 10-3 Tues, Thurs, Fri |
| June - Sept | 11-5 Mon – Sat        |
| Oct – Dec   | 10-3 Tues, Thurs, Fri |